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Campaign Post Command—Nixon

Nixon Checks the Details and Makes the Decisions

BY CHARLES LUCEY Scripps-Howard Staff Writer

Direction of the Republicans' autumn election drive is not a matter of managing the wanderings of Dick Nixon and Cabot Lodge — complex enough — but of readying a whole field of stars for nationwide deployment.

President Eisenhower is ready to go. So are New York Gov. Nelson Rockefeller and ex-Gov. Thomas E. Dewey.

Arizona Sen. Barry Goldwater will be out to make the conservatives happy, especially in the South.

Oregon Gov. Mark Hatfield, Chicago convention keynoter Walter Judd, party platform chairman Charles L. Percy—these and assorted Eisenhower Cabinet members, state governors and others are mounting the battlements to sing the gospel of GOP from coast to coast.

Behind this campaign is what one of the shrewdest political organizers in the business—Leonard W. Hall—terms the best topside operating team he ever has seen put together.

Its head is Dick Nixon himself.

In the bright Nixon lexicon a campaign never is a case of playing by ear or simply trusting in God and a fast outfield—you plan every move in almost microscopic detail.

Mr. Nixon has had his eye on that main chance for years. It is the essence of his nature to pay attention to detail. The final details are made at his desk.

The chain of command descends from Mr. Nixon to Robert Finch, his closest associate, former administrative assistant and now campaign director; and to Mr. Hall, former Republican National Chairman, now campaign organization chairman and broadly responsible for developing the nation-wide structure to elect Mr. Nixon and Mr. Lodge.

BEGAN IN 1958

Actually the Nixon drive began just after the Republicans had taken a brutal pasting in the 1958 congressional elections. Mr. Hall, then head of his own law firm in New York, made an overseas telephone call to his close friend John Clifford Folger, at that time U. S. Ambassador to Belgium.

The two had made a great political team when Mr. Folger was Republican National Finance Chairman; together they ran and financed the Eisenhower 1956 campaign. Mr. Hall told Mr. Folger the time had come to begin moving out for Dick Nixon for 1960.

The three men Mr. Nixon, Mr. Hall, Mr. Folger...



MR. HALL



MR. BASSETT

The Nixon topside organization continually grows—especially the ideas-research writing team under James Shepley, chief of correspondents for Time-Life magazines, now on leave of absence.

On the operating side James Bassett, Edward A. (Ted) Rogers, William Casey, Fred Scribner, Herbert Klein, Robert Halderman, Jack Drown, Stanley McCaffrey, Richard L. Bean—these and a dozen other men, smart, young and aggressive in key roles, have come into the Nixon organization, many of them from top university or newspaper jobs, to press this fall's campaign.

Jim Bassett, to examine just one job, was with Dick Nixon in the 1952-56 campaigns; now he has taken a leave of absence from The Los Angeles Mirror to take charge of the intricate task of charting Mr. Nixon's travel schedule and co-ordinating it with the rest of the team of top GOP figures.

Mr. Bassett is in almost daily touch with Gov. Rockefeller's New York office in tying the Governor into Nixon-Lodge plans—the whole idea is to keep the half-dozen biggest party names on the hustings as much as possible but always spread out—never in one area together or following one another into the same city at too-close intervals.

IKE WILL HELP

There's no Eisenhower schedule yet but this is sure—the President will go wherever he's asked to help the Nixon-Lodge cause. Gov. Rockefeller will work New York State intensively, will swing into the industrial

the Republican Party to win over independents.

The GOP faces the newly grown margin of probably 6 million more Democrats than Republicans; Mr. Nixon must turn from outside to win. Hence Mr. Flanagan's assignment is one of the most important in Mr. Nixon's whole effort.

Herbert K. Kleff left a California newspaper editorship to go with Mr. Nixon as press secretary; Dick Bean, his assistant, was a California public relations man. Ted Rogers, a 39-year-old Los Angeles television producer, is the campaign's TV-radio brain.

Henry Cabot Lodge has only begun to assemble a small organization, headed by C. M. Newberry, once Mr. Lodge's administrative assistant, more recently managing editor of Little Brown & Co., publishers. Once Mr. Lodge leaves his post as U. S. Ambassador to the United Nations he'll campaign without let-up all across the country.

EGGHEADS

This year the Kennedy-Nixon debates introduce a difficult planning factor. There must be some comparing of notes between rival camps because the two candidates will have to be in the same cities at the same time for head-to-head discussion of the issues.

The Nixon people say their man can be at almost any place in the country for these confrontations.

CO-ORDINATOR

Mr. Nixon's campaign, like all presidential strivings, is organizing under Peter Flanagan a "Volunteers for Nixon-Lodge" to pull together widespread activities of Dick Nixon clubs and a sheaf of volunteer groups—all aimed at reaching beyond

William Y. Elliott, professor of government at Harvard; John A. Hanna, president of Michigan State University; Henry L. Ahlgren, head of the agronomy department at Wisconsin University; Arthur Burns, professor of economics at Columbia, and former head of the President's Council of Economic Advisers; Paul Charrington, Harvard economics professor specializing in urban problems; Joseph Kaplan, professor of physics, California University.